

“Get a job or create a job? In today’s ‘Internet economy’, everyone can make money online. My friend Marc teaches you how in *Get Rich Click*. I love this book!”

— **Steve Wozniak**, Co-Founder, **APPLE** Computer

# Get Rich

# CLICK!



The Ultimate Guide to  
Making Money on the Internet

MARC OSTROFSKY

The Internet is arguably the most powerful business tool in the history of mankind. You can use it to make money, save money and create new revenue streams quickly and easily, often with no start-up capital. The Internet is changing the way business is conducted and fortunes are made!

*Get Rich Click* shows you how to jump in and begin making money online immediately. Author Marc Ostrofsky is an entrepreneur and Internet pioneer whose companies make **\$75 million annually**. He outlines the strategies that made him a multi-millionaire despite having no technical skills and never creating a single website. His key to success: “Know your strengths, outsource your weaknesses and know what you don’t know.”

Using real-life examples from people of all ages and walks of life who have made their fortunes online, this engaging guide gives you step-by-step instructions for achieving financial success.

You’ll learn hundreds of unique ways to make money online including making money using Facebook, Twitter and other social sites, domain names, Pay Per Click, creating digital based products, ways to make money with no money – even getting a check each month from Google! He teaches: The key to financial success in our Internet-based economy is “**Learn More, Earn More™**.”

If you think you’ve missed the window of opportunity in the digital world, Marc Ostrofsky says otherwise. Everyone has the capacity to learn and profit in the new economy – no matter what their skills, knowledge or experience. Now is the time to change your mindset about making money, accumulating wealth and taking control of your financial future. Let Marc Ostrofsky show you the way in *Get Rich Click*!

## **There are ONLY seven ways to get rich:**

- 1. Inherit it**
- 2. Marry it**
- 3. Invest for it**
- 4. Get lucky, the lottery or win it**
- 5. Work for a company**
- 6. Break the law: Steal, deal or con**
- 7. Entrepreneur/Work for yourself**

The best way to become wealthy –  
honestly, ethically, legally and morally –  
is number 7.

## **BE AN ENTREPRENEUR AND WORK FOR YOURSELF!**

The Internet is the most powerful business tool in the history of mankind. It can help you make money, save money, network and communicate easily and quickly, often without the need for start-up capital. It levels the playing field so individuals, entrepreneurs and small companies can compete with large, multinational corporations and win!

You can work smart. You can work hard. I'll show you hundreds of ways to work smart using the Internet. But only you can decide whether you want to work hard. In my experience, the best way to make more money in this world, to help your company get ahead of the competition, to truly get ahead financially and be your own boss, is to work smart and hard!

– Marc Ostrofsky

*“The future potential of Internet-based businesses is staggering. This easy-to-follow book will teach you the ropes of this business and give you great tips and suggestions on achieving financial success.”*

– **Dr. Stephen R. Covey**, author of  
*The 7 Habits of Highly Effective People* and *The Leader In Me*

*“I’ve asked thousands if they will be one of the millionaires made by the recession. If you read and apply what Marc has laid out in *Get Rich Click*, you will be well on your way. It’s actionable information you can apply now!”*

– **David Bach**, *New York Times* best-selling  
author of *Start Over*, *Finish Rich*

*“Marc Ostrofsky delivers in *Get Rich Click*. His approach will change how people think about the role of the Internet in business and delivers on teaching you how to make money online.”*

– **Jack Canfield**, *New York Times* best-selling  
coauthor of *Chicken Soup for the Soul* series

*“The 800-pound guerrilla when it comes to finding unique ways to make money on the Internet is Marc Ostrofsky. He has made \$100 Million+ and his book *Get Rich Click* will teach you how to do it too.”*

– **Jay Conrad Levinson**, author of *New York Times* best-selling  
*Guerrilla Marketing* series of books

*“With so much noise in the Internet business sector, it’s refreshing to see practical advice from someone who has been there, done that. Marc Ostrofsky’s *Get Rich Click* lays out an easy-to-navigate blueprint to making money online for anyone with a dream and a willingness to work the plan. Packed with checklists, bullet points and no-nonsense advice from someone who has made millions online, this book is a no-brainer for anyone wanting to mine gold from the Internet.”*

– **Joel Comm**, *New York Times* best-selling author of *Twitter Power*

*“There’s a golden opportunity today . . . with an idea, a domain name and a bit of gumption—you can *Get Rich Click*. Marc Ostrofsky gives you the low-down on what he’s done to make it happen in several different marketplaces and businesses. Everyone from the bootstrapping start-up to the next Internet tycoon can pick up something from the guy who’s been there and done it.”*

– **Yanik Silver**, serial Internet entrepreneur and founder,  
Maverick Business Adventures

*“If you are looking for a way to build a successful online business without sacrificing lifestyle, you can learn the secret in Marc Ostrofsky’s book, *Get Rich Click*.”*

– **Marci Shimoff**, *NY Times* best-selling author of *Happy for No Reason*  
and *Chicken Soup for the Woman’s Soul*

*“Personal brand is a key to success in my world. I would say that Marc’s personal brand is teaching others how to gain a competitive advantage by strategically leveraging the power of the Internet in business. Buy this book and learn how this serial technology entrepreneur has done it . . . over and over again.”*

– **Steve Harrison**, creator of National Publicity Summit

*"If you want to change your life by focusing on the ability to obtain greatness from within and live up to their potential, Get Rich Click is the book for you!"*

– **Bill Walsh**, author, speaker and world-renowned marketing expert

*"Get your hands on Get Rich Click and you'll have gold in the palm of your hands. Marc's approach to the Internet and how to make money online will give you a headstart and turn your obstacles into opportunities."*

– **Sharon Lechter**, coauthor of *Three Feet from Gold: Turn Your Obstacles Into Opportunities!* and *Rich Dad Poor Dad*

*"Just when I thought I knew enough about online marketing and sales, I get your book. It's filled with ideas that, when implemented can make millions for the reader. I plan on having my whole team get a copy and read it now!"*

– **John Assaraf**, *New York Times* best-selling author, *The Answer* and featured in *The Secret*

*"The only problem I have with Get Rich Click is that it isn't a video . . . yet! Marc breaks the model of the traditional online marketer by showing you how to open your mind to thinking differently about how to use the Internet."*

– **Mike Koenigs**, Cofounder of Traffic Geyser

*"Get Rich Click is a blueprint for making money on the Internet and teaches all ages how to profit online. Author Marc Ostrofsky is a successful serial entrepreneur that supports young entrepreneurs and the NFTE. Buy this book and start your online business today."*

– **Steve Mariotti**, founder, Network for Teaching Entrepreneurship

*"Marc Ostrofsky's Get Rich Click will give you the tools, tactics, and most importantly, the confidence, to dramatically increase your income by building your business online. Go for it!"*

– **Keith Ferrazzi**, *New York Times* best-selling author of *Never Eat Lunch Alone* and *Who's Got Your Back?*

*"Internet marketing is a mix of art, science, knowledge and a never ending quest to learn where the gold is buried for that day, hour or even minute. Marc has proven to know how to do successfully . . . over and over again. If you want to make money from home, online, part time or full time, Get Rich Click is the book to read!"*

– **Mike Filsaime**, marketing expert, President and CEO, MarketingDot-com.com

*"The fastest fortunes today are made on the Internet. Marc's book, Get Rich Click shows you hundreds of ways to make serious money online. It's an absolute MUST for any online entrepreneur."*

– **Robert Allen**, author of *Creating Wealth*, *The One Minute Millionaire* and many other best-selling books

*"Great read . . . a winner."*

– **John DiMartini**, author and speaker as seen in *The Secret*

*"Marc is one of the smartest Internet business experts in this country. We have become good friends and talk all the time about ways I can use the Internet to help my business. His advice is worth millions to me and I highly recommend listening to what he has to say."*

– **Peter Max**, world-renowned contemporary artist

*"As a successful author and internet entrepreneur, I know the tips and tricks of making money online! Marc Ostrofsky has an astounding success story and Get Rich Click is an incredible book. It's easy to read, follow and will put you on the right track to making money online!"*

– **Anthony Morrison**, successful online entrepreneur  
and author of *Advertising Profits from Home*

*"I teach people the secrets to master sex, money and power. Marc teaches people the secrets of how to master the online world and the ways to turn that mastery into dollars. Get Rich Click is hypnotic in its brilliance and practicality."*

– **Marshal Sylver**, *The Millionaire Maker*

*"Marc has that rare ability to identify and often create new and unique technology applications and opportunities and then turn them into income-producing companies. If you want to make money on the Internet, Get Rich Click is full of ideas, applications and real-world examples of exactly how to go about doing just that."*

– **Paul Frison**, CEO, Houston Technology Center

*"Creativity is a necessary key to success in today's competitive marketplace. Marc is one of those creative genius types that are always coming up with new and innovative ways of making money online. This book outlines a clear-cut path to teach anyone how to use the Internet to make money. I highly recommend it!"*

– **Liz Kalodner**, Executive Vice President  
and General Manager, CBS Consumer Products

*"Marc Ostrofsky knows how to Get Rich Click! Each of his wildly successful ventures started from a simple, low-cost idea. What sets Marc apart is his revolutionary way of viewing the Internet. He has more ideas and ways to make money on the Internet than anyone I have ever met. If understanding an insider's mind is what you are looking for, Get Rich Click is for you."*

– **Jan E. Smith**, Former President, Disney Interactive

*"I've often said, 'In imagination, there is no limitation.' Marc Ostrofsky is proof of this! His book, Get Rich Click is BRILLIANT. If you want to make money 24/7/365, this book is your key to financial success!"*

– **Mark Victor Hansen**, *New York Times* best-selling  
coauthor of *Chicken Soup for the Soul* series

*"Think differently! Think online! If you are going to survive, thrive and grow in this interconnected world we now live in, you need to read Get Rich Click!"*

– **Brian Tracy**, *New York Times* best-selling author and management expert

*"Taking action is my mantra for success. Get Rich Click will show you how to take action online. This is a book that will move you toward your dream of building an online business."*

– **Les Brown**, best-selling author & motivational speaker



## **THE ULTIMATE GUIDE TO MAKING MONEY ON THE INTERNET!**

**If you can click a mouse,  
you can make money on the Internet!  
This book is filled with HUNDREDS of ways  
to make you money and save you money.  
Learn more about "Reverse e-Commerce,"  
Pay-Per-Action, Internet Real Estate,  
Blog Marketing, 100+ SEO tactics  
and much, much more.**

**Marc Ostrofsky**

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# Introduction

The Internet is quickly changing the world as we know it. For the first time in history, a single businessperson can compete on equal footing with large, multinational firms. Anyone can sell something, collect the money for the item, then go purchase it and send it to the buyer. Today, armed with nothing more than information and a little bit of know-how, people are becoming millionaires. Thanks to the Internet.

## **The Internet is today's gold rush, creating more millionaires and doing so faster than any other medium in history.**

The Internet has created more opportunities for “the rest of us” to get wealthy than did the telephone, the telegraph, radio or television. As an interactive tool, the Internet is redefining the way people around the world work, play, socialize and communicate.

This book is filled with stories of people, just like you, who wanted to create wealth using the Internet. The only difference is that they acted on their ideas. Many had little or no start-up money. *Get Rich Click* contains hundreds of ideas and real-life stories from entrepreneurs from all ages that show exactly how easily and quickly you can make money on a full- or part-time basis.

In these pages, you will learn about:

- New money-making ideas and opportunities others are doing on the Internet
- Advertising commissions
- Getting paid for simply providing leads to others
- Making money with information and knowledge
- Creating a website that's made up entirely of others' content and ads
- Unique ways of making money with eBay
- Making money with affiliate programs
- Website marketing
- Creating simple e-commerce, retail sites that make money the same day they are created
- Making money on the Internet with no website
- Selling a product on the Internet, getting paid for it and then buying it to fulfill the order

And much more. This book will help you turn the gray matter in your brain to virtual gold!

## **Technology Wildcatting™**

The profit potential from the Internet is staggering. It may take only one tip from this book, one story, one bit of information showing how someone else did it and you find a way to adapt that story to your situation. Now is the time to get your share of this enormous, amazing and growing pie.

Wildcatters are independent prospectors searching for new deposits of wealth. It used to take a lot of luck to dig a hole and strike oil. Today, drilling for oil is as much a science as it is an art. Drilling firms today use a host of scientific methods to minimize the number of dry holes they dig.

Making money on the Internet is really no different. Online, entrepreneurs – the technology wildcatters of the Internet – use knowledge, data, upside potential and an understanding of the market and the players within that market to know where to drill and how to play.

## **“Learn More . . . Earn More™”**

**– Marc Ostrofsky**

Success comes from a combination of knowing what’s going on in the market, knowing where the market is headed, planning to be in the right place, at the right time, arming yourself with the right products, having the right information and taking advantage of the opportunities.

## **The Internet Is the Ultimate Business Tool**

I believe I may have been one of the first to view the Internet as a medium to conduct business. My beliefs and viewpoints were so strong that I decided to purchase the domain name business.com. In 1995, I paid \$150,000 for the domain name to a British Internet service provider. At the time, industry insiders and the media were baffled to discover anyone would pay such an absurd amount of money for a simple dictionary word between a “www.” and a “.com.”

Future events justified my huge outlay of cash. In 1999, only four years later, I resold the domain name to eCompanies, an Internet incubator (investing company) looking for an easy-to-remember name that would save millions in advertising costs. The sticker price: \$7.5 million. That sale landed in *The Guinness Book of World Records* for the largest amount anyone had ever paid for a web address to date. There was no website, no product, services or sales.

So often people say to me, “I wish I had done that!” or “It was so simple, why didn’t I think of that?” Well, you still can. We are truly in the bottom of the first inning when it comes to the potential for growth and opportunity on the Internet. There are hundreds of ways to make money using the Internet. Domain names.

Pay-Per-Click advertising. Mobile content. Social network marketing. Search engine optimization. Blogs, affiliate marketing and more. You can even get paid to read e-mail and take surveys at home!

## **The Internet Approach Is Really Simple**

You'll learn how to make money on two fronts:

- 1.** Using the Internet to enhance your business, increase sales and decrease your cost structure regardless of whether you are a retailer, wholesaler, supplier, service provider, content provider, entrepreneur or multinational company.
- 2.** Using the Internet as the primary business model in your chosen market, often without maintaining a physical office or location other than your home office or a laptop.

Using the Internet as your primary business tool comes in many forms: selling a product; selling services; providing or selling information. You'll learn all about affiliates – how to team up with others, sell their products and earn big commissions from them. You'll learn how to buy, sell, lease and even rent domain names, and how website traffic is the most powerful factor for any web-based business. For that, I have included over a hundred ways to optimize and increase traffic to your website.

## **Think of traditional business models in nontraditional ways.**

### **Spotting Nuggets of Gold: Understanding Markets**

*Get Rich Click* helps you understand the opportunities available to you on the Internet and identify new and ongoing, significant, recurring income streams.

The key word here is “ongoing.” One time transactions typically don't produce significant long-term revenue. If all you want to do is make a one time \$5,000 or \$50,000 sale on the Internet, this isn't the book for you. Ongoing sales is the method I have used to make money. Think of the old adage, “Give a man a fish; he eats for a day. Teach a man to fish and he eats for a lifetime.” I'll teach you how to fish – how to spot, understand and profit from these new and ever-changing opportunities on the Internet – so you, too, can eat for a lifetime.

*“To create a new standard, it takes something that's not just a little bit different; it takes something that's really new and really captures people's imagination.”* – Bill Gates

Tom Peters, one of the world's most innovative management gurus and coauthor of international best sellers *In Search of Excellence* and *Re-imagine!* says, “Nothing is unimaginable!” When you consider the power, reach, size and nominal costs involved in using the Internet, then, without question, absolutely nothing is unimaginable!

Three years ago, no one would have imagined the power of a handheld device such as Apple's iPhone. It's an entrepreneur's dream. Hundreds, if not thousands, of entrepreneurs are creating amazing iPhone applications, letting Apple handle all of the heavy lifting by selling them on every iPhone at the push of a button and paying the entrepreneur 70 percent of every dollar generated from the sale of these applications.

This is how you learn to be successful and *Get Rich Click*. The Internet gives you access to the magic button that makes your dreams reality. Just imagine it, and the Internet can help you or your business make it happen – faster, more efficiently and at a lower cost than ever before.

## **No Technical Knowledge Required!**

Some people won't buy this book because they have "technophobia," but making money on the Internet does not require you to be a "techie" at all!

Many of the people in the success stories you'll read have no programming or graphic design skills. I'm living proof you don't need technical skills, as mine are few and far between. I am a marketing guy, not a tech guy.

Above all else, making money on the Internet involves understanding opportunities. If you add in selling, marketing, market dynamics, knowing what you don't know, understanding people and how they behave, and having the ability to balance your weaknesses and strengths, you have a recipe for success.

All you need to mine this new gold field are the right tools. The Internet is one big jump in the right direction to finding these tools.

Every technological revolution creates bigger, better and more abundant tools. We are still in the "tool-creation" phase of the Internet. Compared to picks and shovels, this tool is much more efficient, a quantum leap forward in the world of tools. It offers us a new way of thinking and "clicking" to make money. It truly is a tool that will allow many to cash in on what is fast becoming known as the "gold rush of the 21st century," a tool that will allow individuals and businesses to start and continue a journey to *Get Rich Click*.

The market, technology, the defining qualities of relevance are all changing at light speed. In five years, we will be looking at a different Internet landscape, and that will be as filled with opportunity as is the one right now. Everyone transacting on the Internet is trying to achieve the same goal: increase sales and decrease expenses. Those who succeed find the answer to this balancing act.

Everyone thinks they need to create the next Facebook or become the next Microsoft or Google to get rich. It's simply not true. The real person on the street can make money and get rich by following the strategies I've written about here. I know they work because I have done them! Even if you simply help others implement some of the ideas in *Get Rich Click*, you can and will be successful.

*Get Rich Click* is one tool to help you learn from the experience of others!

– Marc Ostrofsky



**Change creates opportunity!**  
**When one door closes,**  
**another opens.**

Whenever there's major change in any market or industry, some people make a lot of money – and others lose money. What makes the difference? The winners have three weapons that give them a strong competitive advantage:

**Information**  
**Knowledge**  
**Understanding**

In the last 18-24 months, simple, easy-to-use “tools” have emerged allowing ANYONE or ANY BUSINESS to easily and quickly play the “get rich on the Internet” game that was previously enjoyed by “the geeks” of the world. NOW is the time! It's your turn to *Get Rich Click!*”

The changes now occurring are long term, dramatic . . . and getting faster! More money than ever before is now changing hands, and the pace will be speeding up over the next few years. This pace is driven by the Internet, and it's happening in every business in the world today, regardless of the industry. The doors are wide open! A LOT OF CASH awaits those that learn, understand, and play in the new economy.

My goal for *Get Rich Click* is to show you how thousands of people – aged 7 to 77 – are making money, and how I, too, have managed to create, grow, sell and still own more than my fair share of “Internet based” businesses. All of them are profitable in their respective markets. Some make a few thousand dollars a month, some make a few hundred grand a year and a few make millions of dollars every twelve months!

Making money is exactly like war. It is a *very* competitive environment. The winner of a war is the side with the best information, knowledge and understanding of the terrain they're on and the opposition they're facing.

Just as in a war, your business needs “intel” in order to succeed and make money. You need to know everything you can about:

- **The Buyers**
- **The Sellers**
- **The Products**
- **The Services**
- **The Competition**
- **The Supply Chain**
- **The Distribution Channel**
- **The Methods others used to win**
- **The Methods others used that failed**
- **The financial methods used as leverage to grow faster**
- **The most efficient ways to buy, sell, create, outsource and network**

My father was a professor who taught MBA students. He knew success was all about knowledge. He used to say, “I simply give them more knowledge so, hopefully, they make fewer mistakes. THEY WILL MAKE MISTAKES, but with the information I give them before they get into the game, they will make their mistakes sooner, learn from their mistakes, and move ahead.”

## The Minefield Game

I heard about this game at a recent conference I attended. Two teams are challenged to simply get across a path of 30 marked steps. Five of the 30 steps are “mines” – when stepped on, they light up. The player has to go back to the beginning and start over. The goal of the game is to see which team can cross the minefield the fastest.

Let's imagine how this game might look . . .

Both teams start out the same way, not knowing which steps were “mines.” The first player from Team #1 moves ever so slowly on the first step, then the second step, and so on until he hits one of the hidden “mines” under step #5. He must now start over, knowing next time to avoid step #5. The next player from Team #1 now crosses the first 4 steps, and then gently steps over the fifth one. This cautious approach continues until the player hits the next “mine” at step #12. Then the next team member begins, knowing to avoid the two previously mined steps.

It seems simple enough. But Team #2 approaches the game very differently. The first person RUNS across the steps until hitting the mine on step #5. The next person then RUNS across the first four steps, jumps the fifth one, and RUNS until hitting the mine under step #12. The next team member RUNS past the first four steps, jumps over #5 and #12, until they hit the next mine as soon as possible.

Needless to say, Team #2 won. The difference was that Team #2 knew they had to “**FAIL FAST!**” They knew that they would hit the mines, but if they learned from those mistakes fast enough, they would win the competition.

The analogy is clear. In the supercompetitive world we live in, learning from others' successes as well as from their failures is an essential element of success. Otherwise you're doomed to relive the problems others incurred in the past.

As my dad said, we will all have failures along the way. It's failing fast, learning from that failure, and getting back in the game that makes the difference between winners and losers.

We live in a new world of “intellectual property” – where the Internet and “mindshare” (like owning the right domain name) are the new real estate. Whether or not we're playing a Minefield game, we are definitely playing “The Mind Field Game” in the age of the Internet.

– Marc Ostrofsky

Don't be fooled. Business *is* war – and just like in war, you need “intelligence” to win, collect your cash and create the wealth you deserve. Fortunately, so much of this can be accomplished by using the Internet for gathering information and learning – quickly – the blueprints for success in any business or industry.

## **Continuous learning is the central key to success!**

The Internet is creating winners and losers every day – BIG winners, and companies that don't “get it” and go out of business in a relatively short time frame. You can get on the train or watch it pass you by! Stop watching the rest of us prosper with this wonderful new toy and start **LEARNING** about the thousands of ways young and old are making more money and saving more money by using the Internet.

The Internet **FORCES** change. Using the Internet, I learn something new, exciting and tremendously innovative **EACH AND EVERY DAY**. Actually, finding new online “niches” to make \$50 or \$500 a day has become my obsession. (I will share those with you via my blog and my website – [GetRichClick.com](http://GetRichClick.com).)

I'm tired of people saying “it's too late” to start making money on the Internet – or my favorite: “Someone else is already doing that online.” How ridiculous! They are doing it over and over because by doing it they **KEEP MAKING MONEY!** The truth is, the excuses are actually showing that those people are afraid. They are afraid of change. They are afraid to get into the game for fear that they will fail.

Right now we're only in the bottom of the first inning of how the Internet is changing history. There are tens of thousands if not hundreds of thousands of individuals – **JUST LIKE YOU** – that will get rich beyond belief in the coming years!

Get this into your head! For your business to stay in business and grow in the new digital economy, you will **HAVE TO PLAY** smarter, to be better, to be more efficient, to network, to let others manufacture the products you sell, to let others manage the product fulfillment, even to let others handle the customer service – while you are the one that makes the sale!

I'll have much more to say about this in the chapters that follow. For now, take my word for it:

**If you keep doing what you've always done,  
you'll keep getting what you've always gotten!  
But if you're ready for change . . .  
you've come to the right place!**



Success starts with an idea. Next comes a plan to realize that idea. That's the proper mindset for any business venture.

An idea for a business venture is like an acorn. For the person who really understands it – that's you – the idea includes both what it is now (a nut) and also what it will be (an oak tree). That may seem simple enough when we're talking about acorns and oaks, but it takes a special kind of person to really see a profitable business when it's in a very early stage.

That kind of vision doesn't exist in everybody. Not everyone is born with it. But even if you weren't, you can develop it starting now. Just be aware that every good idea was fragile and unproven at the start. Many really great ideas seemed positively ridiculous. Train yourself, therefore, to endow ideas (especially your own) with a significant amount of confidence at the beginning.

## **Ideas are good until proven otherwise!**

Ideas are fragile and need to be handled accordingly. A nurturing approach to ideas is essential for any Internet-based business or any business that uses the Internet even in a supporting role. With that in mind, here are some points that will help:

- **Be an original thinker.** If “it's never been done that way before,” you might actually have a winning idea.
- **There's more than one kind of originality.** Can you come up with creative twists on already existing ideas?
- **Think about selling as you go.** Successful online entrepreneurs plan, set goals, measure and sell. Be a good doer, not just a good planner.
- **Convert prospects to paying customers.** Having followers or even fans is great, but you need to enable them to exchange their cash for your product or service.
- **You should also empower them to inform others who need your product or service.**
- **Once you have a paying customer, learn how to serve that customer on an ongoing basis.** Shoot for an ongoing relationship.
- **Be sure to thank your customers for their business.** Then turn thank-you opportunities into cash-generating sales.
- **Are you testing new ways of putting your ideas into action?** If something works, tweak it to see if you can get even better results.
- **Can you replicate your success?** Is your idea “scalable”?
- **Are you relentless in your pursuit of profits?** The top line is important but the bottom line is what you put in your pocket.

## On the Internet, what exists today will exist differently tomorrow.

No matter what product or service you see working today, there is a competitor, who thinks he or she can do it better. I call it Technology Leapfrogging™.

No matter what a firm comes up with, another firm will do it plus one. The next firm will do it plus two. Then the market will decide who succeeds.

### **Disintermediation: A New Word for an Old Idea**

It means “eliminate the middleman.” Through the Internet, a company can deal directly with customers instead of funneling supply through distributors, wholesalers or brokers. Buyers quickly see how disintermediation translates into lower prices and more efficient service. And the companies get more sales.

## The Internet is the most powerful agent of disintermediation in history.

Disintermediation is vastly simplified by the Internet, but it comes easier to some companies than others. Certain industries take to it naturally, like computer supplies, travel agencies, bookstores, brokerage services and jewelry sales. But industries such as food and beverage, real estate and automobile are still learning. Meanwhile, furniture sales, pet supplies and home food delivery have so far been unsuccessful with Internet disintermediation.

Consider the purchase of airline tickets. In the past, travel agents provided necessary value in the supply chain. They were interpretive intermediaries. They had access to fares, times, connections, special offers, the travel experiences of others – everything related to airport travel. Today, individual airlines have a website offering much the same functionality, effectively eliminating the job the travel agent used to do. The Internet and these online travel sites disintermediated the whole travel business, especially airline ticket sales.

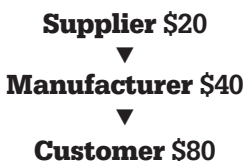
One classic success story is Amazon.com, the largest bookseller on the Internet. Amazon’s customers connect to and order from the source of the product, eliminating the delays and costs of distribution channels. Amazon realized early on that buyers didn’t need help with the selection process or other forms of ongoing support. Traditional intermediaries were replaced with a direct ordering process.

## Supply Chain (with intermediaries)

### VENDOR'S PRODUCT MARK-UP LADDER




## Internet Modified Supply Chain (disintermediated)



Amazon has even applied disintermediation to the physical nature of books themselves.

The Kindle is a tablet device that removes the need for pages and covers, and even eliminates the manufacturing process as a whole. No printers. No presses. No middlemen. No distributors. All this means higher profits with few moving parts! With the Kindle, it's even possible to shop, order and download books using cell phone technology. That is major disintermediation!

**CLICK TIP**  Amazon has been called a disruptive force in the publishing industry, contributing to the demise of traditional bookselling practices. But many independent booksellers and small publishers have stayed in business and done well. They've developed their own direct Internet sales approaches and have successfully implemented their own websites.

## Reintermediation

Disintermediation is not one-size-fits-all. For some businesses, especially those focused on mass production, cutting out the middlemen can actually create higher costs. Now they were serving a smaller customer base (or customers who ordered in small quantities), often with more complaints and a multitude of other issues. The number of orders might have increased but so did the problems.

Reintermediation is a reintroduction of middlemen. This is what Levi Strauss had to do after the unsuccessful launch of a multimillion-dollar online operation to sell jeans directly to consumers. The company realized disintermediation meant that instead of keeping a few large chain retailers happy, they had to satisfy millions of customers – each of whom might buy one pair of jeans.

Levi Strauss decided to keep the focus on product quality. They let their retail partners handle the quality of the customer's buying experience.


## How Much Is That Diamond in the Window?

Most small jewelry stores in this country are family owned and family-operated. They provide hands-on service, are well known in their communities, and sometimes have served clients over several generations.

Ask any of them how they're doing right now and you'll hear, "The store is very quiet. It's getting tough to stay afloat." Then ask these same people what they're doing on the Internet and the answer is even more predictable: "Nothing," or, "Not much," or, "We have a website but it doesn't do any business."

People with this mindset still think the world is flat. They have inventory on hand, staff, a retail shop, rent and a host of other "overhead costs." In contrast, an online jeweler has a photo of a diamond and a price that is often 25 to 50 percent less than the brick-and-mortar retailer. When online jewelers sell diamonds from a website, it is only AFTER they make the sale and collect the money that they buy the diamonds from a wholesaler and have them drop shipped directly to the retail customers.

Think about what that means. Retailers who have inventory of \$500,000 in diamonds are at a huge disadvantage. Their money is tied up in inventory, rents, advertising, etc. Which business model do you think will survive?

**CLICK TIP**  I'm sometimes asked to invest in web-based businesses that have all the right components but haven't accounted for cash flow. The entrepreneurs tell me, "I'll make it up in ad sales or subscriptions from all my web visitors." Sorry, that's not good enough anymore. You must have an income other than "ad sales" unless you have an immense volume of traffic coming to your site. If ad sales are your only income stream, don't bother to solicit the "smart money." The smart money won't invest unless you have millions of unique visitors already coming to your site and can sustain those visitors and create growth with very little additional capital.

Assume both firms made the sale of a \$10,000 diamond ring. Diamond Seller "A" already owned the diamond so they made a 50% profit or \$5000 profit on the sale. Diamond Seller "B" sold someone else's stone and made only 25% or \$2500. The vast majority of profits for Diamond Seller "A" were essentially

eaten up in their overhead. If you expect a lot of sales and are willing to take the gamble of having all of the overhead in Option “A” each and every month, year in and year out, you might make more money because there are no new variable costs to speak of for Diamond Seller “A” when making additional sales.

\$10,000 Diamond Sold		
Costs & Expenses		
	Diamond Seller A (Physical Sale in the Store)	Diamond Seller B (Internet Sale)
Inventory .....	\$500,000 .....	None
Rent .....	\$2,500/month .....	\$250/at home
Utilities .....	\$350 .....	\$100
Salaries .....	\$10,000 .....	\$2,000
Insurance .....	\$1,500 .....	\$250
Theft .....	\$500 .....	\$0
Misc. Expenses .....	<u>\$1,500</u> .....	<u>\$250</u>
Monthly Overhead .....	\$16,350 .....	\$2,850

### Business Models: Anything New under the Sun?

Not long ago the term business model was not exactly on the tip of everyone’s tongue. Then, in the early to mid-1990s, business model became a catchphrase that described how a company makes money or saves money.

For example, suppose a company needs a design for a logo or business card. The company can create an online contest for graphic artists to compete for the gig. The success of that business model means that graphic artists and other service providers need to adapt or suffer serious consequences.

Is this a new business model or a very old one in a new medium and on a different scale? Hundreds of years ago Renaissance artists competed for the chance to paint the ceilings of cathedrals. Even today, there are contests among architects for the design of major projects like the Vietnam War Memorial in Washington, D.C.

### The Internet produces new business models and also reinvents traditional business models.

With regard to “new” business models, the people supplying answers and support are often the first to make money. That means you can *Get Rich Click* by assisting other people in taking advantage of online opportunities. You become a resource instead of looking for the next “big” idea yourself.

## The Picks-and-Shovels Business Model

The standard business model of the 1849 Gold Rush was to mine gold and then exchange it for currency. For most, the dream didn't pan out. The real winning business model in the Gold Rush was selling picks and shovels to the miners!

The same scenario exists today on the electronic frontier. Internet "prospectors" need tools to make money. They need online support in every way, shape and form. Providing that support can be a winning strategy on the Internet. Online business models are still evolving. New and different products and services pop up every day. This gives rise to supporting products and services. A business can make substantial profit by helping others execute their plans for making money.

Whenever one or more components of a company's business model changes, new business models are created for supporting companies. The changes might involve niches served, new marketing angles or improved value propositions. One business model can also combine with another to form a completely new approach to business.

That's where you come in. Look at the services that supported the gold miners, and the new opportunities you can access by supplying 21st-century "picks and shovels."

## New and Innovative Ways to Make Money:

[GetRichClick.com/MakeMoney](http://GetRichClick.com/MakeMoney)



# Gold Mining Versus Internet Mining

## Gold Mining

Blue jeans  
Laborers  
Housing  
Food and Water  
Land title services  
Picks  
Shovels  
Transportation services

## Internet Mining

Advertising placement  
Advertising services  
Affiliate programs  
Affiliate recruitment  
Customer satisfaction measurement  
Data analysis  
Directory services  
Domain name registration  
E-liquidators (popular right after the first dot-com bubble burst)  
E-mail marketing  
Handling transactions  
Hardware  
Human resources management  
Information  
Lead generation  
Market research  
Online banking  
Online marketing consultation  
Online tracking services  
Processing payments  
Sales content management  
Software  
Teaching others  
Traffic generation  
Training  
Web hosting providers  
Website design services  
Website Analytics

## A Picks-and-Shovels Success Story

Scott Plantowsky was known in Houston as the furniture rental guy you always saw on TV commercials. The business was simple and elegant: rent out furniture, pay for those assets in a short time frame and use the cash flow to grow the business.

Scott sold that company and then founded BindView Development, a tech firm in the security and systems management industry, with his friend Eric Pulaski. After taking that firm public and putting a few pennies in his pocket, Scott made many investments with his partners that ranged from condo development to medical devices.

But what he really wanted was something like his furniture rental business: rent the product, recoup the costs and use the rest of the income for growth.

Scott partnered with former business associates and invested in a company called Softlayer. The firm rents computing power, storage and bandwidth to its customers by the month. There are no collection issues – they can simply turn off a server if the monthly rental is not paid. They provide a wide variety of configurations that are simply and easily customized for the customer.

Softlayer's "secret weapon" is that almost every aspect of the business is automated. They can offer dozens of servers to customers in just a few hours and allow customers to run whatever system they choose. Everything can be accessed via public or private networks. In the first 36 months of business, the firm grew to nearly 20,000 servers in 3 data centers with over 5,500 customers in more than 110 countries!

The data on the Internet says sales are over \$100 million in January of 2010. Softlayer customers range from Facebook and Salesforce to many of the largest social networking service providers, web hosting companies and data storage firms that host multiplayer games over the Internet. Their infrastructure was designed for unlimited scalability and should expand along with the growth of the Internet itself. (As this book was going to press, we heard that the company was sold for \$400 million+.)

**CLICK TIP**  Often the website owner with the biggest footprint and biggest vision will win the ultimate war. For example, I used a site that would send me an e-mail when a friend had a birthday. Now Facebook does the same thing. I subscribed to another site that allowed me and my friends to share photos. Now Facebook does the same thing. Sites like Reunion.com or Classmates.com are very well done, but Facebook now does the same thing for free. Think about creating proprietary software or a system in your new business that requires a larger firm to buy versus create your next competitor.




## Another Success: LaundryView.com

This is my current favorite entrepreneurial website. It's such a good idea in the age of the Internet. I learned of LaundryView.com when my daughter and I went to visit a college in Boston. The site was pitched "as a major benefit" of attending this particular school for higher education! According to the site:

LaundryView.com is an Internet application that allows you to monitor the status of washers and dryers in connected laundry rooms through a web browser. LaundryView.com was developed in response to requests for greater control over laundry activities. Since many people tend to do their laundry during similar time periods, it results in busy laundry rooms. LaundryView's mission is to help you save time by providing information about the current state of laundry room equipment wherever you have access to a browser or e-mail messages.

Only a college student frustrated with always wondering whether his or her laundry was done yet could have come up with this. The application is owned and operated by a public company.

**CLICK TIP**  Go to [Guru.com](http://Guru.com) or [Elance.com](http://Elance.com) and look at how inexpensive freelance help is around the globe in the category of search engine optimization. Maybe consider how inexpensively artists work to create a logo for a business or a website. Research these firms and individuals, and then offer search engine optimization services, logo creation services or website creation services as a business.

In *Get Rich Click* style, you now have "services" you can sell . . . and employees that can do the work . . . cheaply! You have just created an instant company for yourself with little or no overhead. The benefit of this business model is that you have an unlimited amount of freelance talent out there to help you. The hard part is getting, finding and signing up the client. Doing the work itself is quickly becoming a commodity.

## Insights from Zappos.com Founder Tony Hsieh

I have met many brilliant technology and Internet pioneers, including Bill Gates, Michael Dell, 1-800-Flowers.com founder Jim McCann and Venture Capital guru John Doerr who financed Google, Amazon, Sun Microsystems and many others we all know and use daily. I love to meet and learn from the smartest people I can find. Many of these folks I met at the TED conference (TED.com) and "the-eg" conference (the-eg.com), which stands for "the entertainment gathering."

But I have never met anyone like Tony Hsieh, the founder of Zappos. He is truly a brilliant, down-to-earth guy who is easy to talk to about anything. No one would ever know he's worth close to \$1 billion. I had the opportunity to become friends with Tony after taking a tour of his facility. It turns out CuffLinks.com supplies Zappos with their cuff links – so that was a plus.

After we met, Tony invited my wife, Beverle, and me to his home in Las Vegas on July 4. We spent time talking about Zappos and I asked him to give me some insights for the readers of *Get Rich Click*.

Little did I know that Tony was just about to announce the sale of his firm to Amazon.com for a whopping \$1 billion!

Yet, talking with Tony (and his follow-up e-mails to me) was like talking to an old friend. An amazing guy who doesn't seem to have let his financial status change who he is inside. Rare indeed!

So, here are some insights direct from Tony for *Get Rich Click*. While they may seem fairly simple, making them happen is another level of business operations that few can pull off successfully.

- 1. Zappos is committed to WOWing every customer.**
- 2. Customer Service that is just what the customer wants:**
  - 24/7 1-800 number on every page
  - Free shipping
  - Free return shipping
  - 365-day return policy
  - Fast, accurate fulfillment
  - Most customers are “surprised” – upgraded to overnight shipping
  - Create WOW
  - Friendly, helpful “above and beyond” customer service
  - Occasionally direct customers to competitors' websites
- 3. Zappos delivers happiness to employees and customers.**
- 4. Their motto is:**

**“People may not remember  
exactly what you did or what you said,  
but they will always remember  
how you made them feel.”**

A few days before the book went to press, Tony sent this list to include in *Get Rich Click*.

Zappos' Ten Lessons in building a successful business on the Internet:

- 1. The e-commerce business is built on repeat customers.**
- 2. Word of mouth really works online.**
- 3. Don't compete on price.**
- 4. Make sure your website inventory is 100% accurate.**
- 5. Centrally locate your distribution.**
- 6. Customer service is an *investment* and *not* an expense.**
- 7. Start small. Stay focused.**
- 8. Don't be secretive. Don't worry about your competitors.**
- 9. You need to actively manage your company culture.**
- 10. Be wary of so-called experts.**

And finally, if given the opportunity to visit Zappos, do so. The corporate culture of working in a truly fun, innovative, creative and exciting environment was nothing short of shocking. Everywhere we turned, people were laughing, joking, ringing bells in their offices and decorating their "cubicles" to any number of 1000+ different themes.

I have *never* seen so many happy people working in one place. Could that be why Jeff Bezos snapped up Zappos for over \$1 billion?

## Putting Your Ideas into Action

Having a *Get Rich Click* mindset means thinking differently. **CHANGE = OPPORTUNITY** for someone in the game. True Internet entrepreneurs look way beyond their last online transaction or the most recent commission check.

Their websites become part of their lifestyles. They live and breathe everything Internet: their clients, their affiliates, their products and services. Having that mindset makes a huge difference in what you can do to reach your goals.

Be aware of how the online medium will change the way you work, live, plan and communicate. Below are some steps you can take to put these ideas into action.

- The Internet is a communication medium. Consider it a supplement and extension of non-Internet marketing. It's not a replacement.
- If you use a website to make money on the Internet, your website should have a specific purpose. Having a website just because "everyone else does" is not a good reason. Goals for your website must be part of your overall business model.
- Make your website as interactive as possible. That means both initiating communication with your clients and responding to their initiatives.
- Define the target audience you want to reach and address those people in a way that will make them want to respond. "Meet them where they are."
- Learn as much as you can about your prospect and target market: What do they want? What do they need? What do they read? Where do they go? With whom do they interact? What are they paying others for their products and services?
- Set specific and measurable goals for every aspect of your business activity.
- Make it easy to do business with you, easy to buy from you, easy to respond to you and even easy to complain to you.
- Watch what other successful businesses and entrepreneurs do. If it works for them it may work for you. If it doesn't work for them, understand why and see if the same conditions apply to you and your business. Pay attention, understand, analyze. Implement or don't implement accordingly. Effectiveness on the Internet is not a one-size-fits-all proposition. Every business is different.
- Learn your craft and learn it well. For our purposes, this applies to making money on the Internet. Reading this book is a valuable step toward achieving that goal, but the undertaking requires time, energy and concentration. To learn more and to stay in touch with other Internet entrepreneurs just like yourself, visit [GetRichClick.com](http://GetRichClick.com).



# 8

## Domain Names

*I created the slogan “Domain Names are Internet Real Estate™” back in 1995. I have amended it to read “**Domain Names and Websites are Internet Real Estate™**.” A good domain name creates mindshare™. You can own it, lease it or put up a virtual shopping center.*

### **1-800-Flowers and the Value of Mindshare**

*I learned the value of mindshare years ago from reading the story about the toll-free telephone number 1-800-FLOWERS. Jim McCann created that firm out of a phone number! He and I have met on several occasions and discussed his 1-800-Flowers story and my Business.com story. Mindshare is the name of the game when so many transactions take place in the digital economy.*

The “1-900” pay-per-call telephone number business took off after local pay-per-call market of “976” numbers were all the rage. I saw that having the right number/name was essential, and I wanted to get a specific one. I got on a plane to New Jersey to ask Bell Communications Research to release 1-900-932-8437, which happened to spell 1-900-Weather. I wanted it to be released to a specific long-distance carrier that I had a deal with.

But when the powers that be realized what I was about to get my hands on, the number magically disappeared from the database of available numbers! I had no legal recourse, but I did learn a valuable lesson about the name game and the value of this type of “mindshare.”

Just like those phone numbers, domain names and websites today are truly mindshare or Internet “real estate.” The world is just starting to understand demand, supply and value in this market. When I bought “Business.com,” I purchased an asset with a value I could build upon. I bought it thinking I’d turn Business.com into a magazine with the domain as its online component. I could also sell it to someone who might want it more than I did.

As it turned out, “Business.com” was well worth its purchase price. I learned from my experience with the 900 numbers. More importantly, instead of thinking at the level of an entrepreneurial transaction, I was thinking of a total business model. This – plus luck, timing and the ultimate “disruptive” technology that allows business to be conducted easily on the Internet – made a huge difference.

Today advertisers are increasingly savvy, demanding better results and more information. Companies are getting smarter and more strategic about maximizing their share of the advertising dollar. New players are always entering the market, bringing new business models and fresh perspectives. And a good domain name is part of the game. Today there are more than 175+ million registered domains around the world, and the secondary market for domain names is robust.

## **TIMELINE OF BUSINESS.COM**

### **From \$0.00 to \$345 Million**

**1992** – Business Systems International, a small British firm selling telephone and computer systems, obtains the Business.com domain name. There is no cost to BSI; domain names were free of charge before September of 1995.

**1995** – Marc Ostrofsky buys the name for \$150,000 from BSI. A record price at the time. The press wrote many derogatory editorials including the line “a fool and his money were just parted.”

**1999** – Ostrofsky sells the name to an Internet start-up for \$7.5 million; the sale makes the *Guinness Book of World Records*. Ostrofsky demands “put rights,” which allows him to buy stock in the firm at a later date or keep the cash, whichever is larger.

**2004** – Ostrofsky exercises the “put” rights and gets stock in the new Business.com “business to business” search engine.

**2007** – Business.com is sold for \$345 million. The additional stock Ostrofsky receives as part of the original sale puts the final value of the original sale at well over \$10 million.

The buyer was RH Donnelley, a large firm in the “yellow pages” business. The logic was brilliant. In one simple transaction, this “old world” printed yellow page business supplier added new clients, got \$50 million in new revenue to the company, a great online component and the best domain name in the world for any company wanting to do business on the Internet.

**The Business.com transaction  
helped create a market  
with thousands of active  
domain name investors  
who buy, sell and trade domain  
names on a daily basis.**

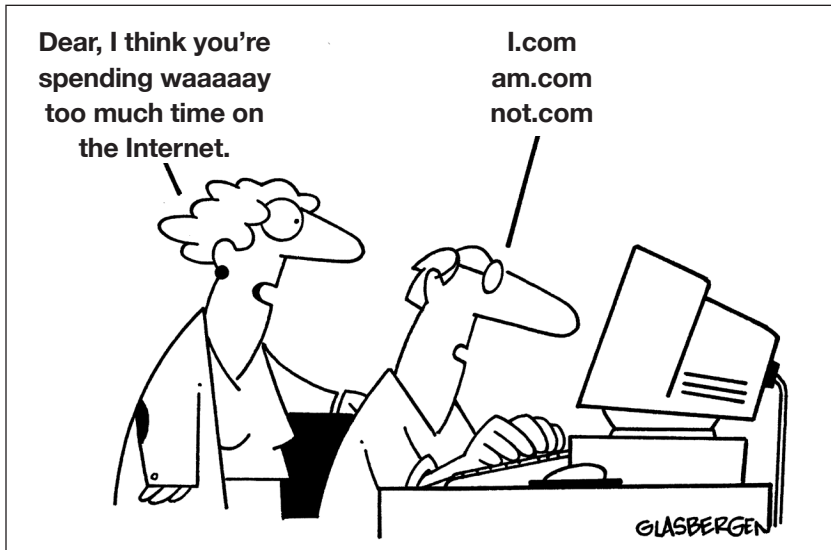
### **The Race Is On**

It's interesting to sit back and watch firms spend large sums annually on Internet advertising and buy Keywords to match their market needs – yet they fail to realize the business advantages of owning the domain name for the market they are targeting through advertising.

I happen to own a few good domain names such as Photographer.com, Consulting.com, Bachelor.com and MutualFunds.com. To this day, not one major firm has tried to buy MutualFunds.com. It baffles me daily. Hundreds of mutual fund firms market themselves on the Internet, buy “Keywords” from Google and Yahoo! and spend millions of dollars getting potential clients to come to their site. But none has tried to buy “MutualFunds.com” from me – yet. (In Europe, one smart public company did buy the domain FUND.com for \$9,999,950.00.)

Many large firms use advertising agencies that, by definition, are not in the business of taking chances. These agencies are charged with being prudent when it comes to a client's marketing and advertising dollars. But the right domain name is an asset on a firm's balance sheet.

Simply capturing those users who type the words “Mutual Funds” into their browser's web address field could increase sales and save money in search engine advertising. Better yet, this direct navigation traffic – when a user bypasses a search engine by navigating directly to the site – is highly targeted. The domain owner captures prequalified leads often meant for competitors! (See Chapter 3 for more on direct navigation and search.)



## Corporations and Their \$1,000,000+ Domain Names

Below is a list of generic domain names owned by major corporations:

ContactLenses.com (1 800 Contacts)	AutoRental.com (Avis Budget)
Contacts.com (1 800 Contacts)	RentaCar.com (Avis Budget)
EyeCare.com (1 800 Contacts)	Loans.com (Bank of America)
Glasses.com (1 800 Contacts)	Book.com (Barnes & Noble)
Flowers.com (1 800 Flowers)	Books.com (Barnes & Noble)
21st.com (21st Century Insurance)	Archery.com (Bass Pro Shops)
InfantFormula.com (Abbott Labs)	Hunting.com (Bass Pro Shops)
RA.com (Abbott Labs)	Aspirin.com (Bayer)
Director.com (Adobe)	Impotence.com (Bayer)
Flash.com (Adobe)	MultipleSclerosis.com (Bayer)
Aluminum.com (Alcoa)	FastAccess.com (BellSouth)
Open.com (American Express)	Coat.com (Burlington Coat Factory)
Tires.com (America's Tires)	Platinum.com (CA)
Checking.com (Amtrust)	Security.com (CA)
HomeEquity.com (Amtrust)	Auto.com (Cars.com)
Games.com (AOL)	Car.com (Cars.com)
Love.com (AOL)	Warehouse.com (CDW)
AskJeeves.com (Ask.com)	Finance.com (Citigroup)
AcidReflux.com (AstraZeneca)	Burgers.com (CKE Restaurants)
GERD.com (AstraZeneca)	Bleach.com (Clorox)
Mobile.com (AT&T)	Grease.com (Clorox)



Salad.com (Clorox)	Snacks.com (Frito-Lay)
Computers.com (CNET)	VirusProtection.com (F-Secure)
Download.com (CNET)	Florist.com (FTD)
Downloads.com (CNET)	AutoLeasing.com (GE)
Gaming.com (CNET)	CarLeasing.com (GE)
Help.com (CNET)	Women.com (GE)
Labs.com (CNET)	ReInsurance.com (General Re)
MP3.com (CNET)	Asthma.com (GSK)
News.com (CNET)	Bipolar.com (GSK)
Radio.com (CNET)	Depression.com (GSK)
Search.com (CNET)	Diabetes.com (GSK)
Store.com (CNET)	Heartburn.com (GSK)
TV.com (CNET)	HeartHealth.com (GSK)
Incontinence.com (ConvaTec)	Helix.com (GSK)
Buffet.com (Country Buffet)	Osteoporosis.com (GSK)
Checks.com (Deluxe)	Reflux.com (GSK)
Malts.com (Diageo)	RestlessLegs.com (GSK)
Rum.com (Diageo)	SkinInfection.com (GSK)
Scotch.com (Diageo)	Sleeplessness.com (GSK)
Animal.com (Discovery Comm.)	ToothBrush.com (GSK)
Dig.com (Disney)	WholeLifeInsurance.com (Guardian)
Go.com (Disney)	Acne.com (Guthy-Renker)
Video.com (Disney)	TaxCut.com (H&R Block)
Beauty.com (Drugstore.com)	Easter.com (Hallmark)
IceCream.com (Dryer's)	Greetings.com (Hallmark)
Gossip.com (E! Online)	Stores.com (Hammacher Schlemmer)
Pipeline.com (EarthLink)	PantyHose.com (Hanes)
Half.com (eBay)	Casinos.com (Harrah's)
Rent.com (eBay)	Game.com (Hasbro)
ADHD.com (Eli Lilly)	History.com (History Channel)
BipolarDisorder.com (Eli Lilly)	Motorcycles.com (Honda)
Fleas.com (Eli Lilly)	Scooters.com (Honda)
RentalCar.com (Enterprise Rent-A-Car)	Chips.com (Intel)
CollegeGameDay.com (ESPN)	Netbook.com (Intel)
Movie.com (Fandango)	PC.com (Intel)
Movies.com (Fandango)	Apps.com (Intuit)
401k.com (Fidelity)	Banking.com (Intuit)
Funds.com (Fidelity)	Baby.com (J&J)
Retire.com (Fidelity)	Cancer.com (J&J)

Cholesterol.com (J&J)	Heat.com (NBA)
GetWell.com (J&J)	Vitamins.com (NBTY)
Hepatitis.com (J&J)	Meals.com (Nestle)
Obesity.com (J&J)	PurplePill.com (Nexium)
Pregnancy.com (J&J)	Z.com (Nissan)
ThePill.com (J&J)	LifeInsurance.com (Northwestern Mutual)
WomansHealth.com (J&J)	AlzheimersDisease.com (Novartis)
Gift.com (JC Penny)	GenitalHerpes.com (Novartis)
DrySkin.com (Kao Brands)	RespiratoryHealth.com (Novartis)
CreamCheese.com (Kraft)	Shingles.com (Novartis)
Dessert.com (Kraft)	Lettuce.com (Nunes Co.)
Mayonnaise.com (Kraft)	Salads.com (Nunes Co.)
Pickles.com (Kraft)	Vegetables.com (Nunes Co.)
TennisShoes.com (K-Swiss)	Winery.com (NY Times)
DryWall.com (Lafarge)	OfficeSupplies.com (Office Depot)
RE.com (LendingTree.com)	School.com (Office Depot)
RealEstate.com (LendingTree.com)	Retail.com (Oracle)
Floors.com (Mannington Mills)	Sales.com (Oracle)
PetCare.com (Mars)	Think.com (Oracle)
Priceless.com (Mastercard)	Lodging.com (Orbitz)
FirstAid.com (McAfee)	Trip.com (Orbitz)
Construction.com (McGraw-Hill)	Cavities.com (P&G)
Sweets.com (McGraw-Hill)	Clean.com (P&G)
Flu.com (MedImmune)	Conditioner.com (P&G)
Back.com (Medtronic)	Dandruff.com (P&G)
Pacemakers.com (Medtronic)	DentalCare.com (P&G)
Alzheimers.com (Merck Serono)	Dentures.com (P&G)
Fertility.com (Merck Serono)	Dish.com (P&G)
BoneLoss.com (Merck)	Dishes.com (P&G)
CervicalCancer.com (Merck)	Laundry.com (P&G)
Word.com (Merriam-Webster)	Nails.com (P&G)
Document.com (Merrillcorp)	ShowerGel.com (P&G)
GPS.com (Microsoft)	Toothpaste.com (P&G)
Investor.com (Microsoft)	Towels.com (P&G)
Juice.com (Microsoft)	X.com (Paypal)
ManLaws.com (Miller Beer)	Coffee.com (Peet's Coffee)
Economy.com (MIS Quality Management)	Circuses.com (PETA)
Do.com (MSN)	DogFood.com (PetSmart)
Navigation.com (Navteq)	Dogs.com (PetSmart)

Pet.com (PetSmart)	Shades.com (Sunglass Hut)
Pets.com (PetSmart)	Educate.com (Sylvan Learning)
Arthritis.com (Pfizer)	Van.com (Symantec)
Vitamin.com (Pharmavite)	Tacos.com (Taco Bell)
SemiConductors.com (Philips)	Gout.com (Takeda)
Speech.com (Philips)	Trademark.com (Thomson)
DriveInsurance.com (Progressive Insurance)	Lasik.com (TLC Vision)
Pharma.com (Purdue Pharma)	Toys.com (Toys R' Us)
Q.com (Qwest)	Reservations.com (Travelocity)
Fund-raising.com (Reader's Digest)	Vacations.com (Travelocity)
Film.com (Real Networks)	AntiVirus.com (Trend Micro)
RheumatoidArthritis.com (Roche)	Trailer.com (U-Haul)
Weightloss.com (Roche)	BakingSoda.com (Unilever)
Dictionary.com (RR Donnelley & Sons)	Eat.com (Unilever)
Reference.com (RR Donnelley & Sons)	MouthWash.com (Unilever)
Thesaurus.com (RR Donnelley & Sons)	Sauce.com (Unilever)
Allergy.com (Sanofi-Aventis)	Softener.com (Unilever)
Hypertension.com (Sanofi-Aventis)	Soup.com (Unilever)
Influenza.com (Sanofi-Aventis)	Data.com (United Business Media)
Parkinsons.com (Sanofi-Aventis)	Plaster.com (USG)
Stroke.com (Sanofi-Aventis)	Weather.com (Weather Channel)
IcedCoffee.com (Sara Lee)	Weddings.com (Wedding Channel)
Ticks.com (SC Johnson)	ConsumerFinance.com (Whirlpool)
AllergyRelief.com (Schering-Plough)	FoodProcessors.com (Whirlpool)
Food.com (Scripps Networks)	TrashCompactor.com (Whirlpool)
Beds.com (Select Comfort)	Ammunition.com (Winchester)
LNG.com (Sempra Energy)	DrugFacts.com (Wolters Kluwer)
Benzene.com (Shell)	ColorPrinters.com (Xerox)
Ultrasound.com (Siemens)	Documents.com (Xerox)
Gasoline.com (Speedway SuperAmerica)	
Network.com (Sun Microsystems)	
ServiceProvider.com (Sun Microsystems)	

Corporations are not always disclosing the prices they paid for the name of their market. Johnson & Johnson purchased baby.com for an undisclosed amount. Sony purchased the name psp.com for seven digits. Lots of firms are buying names without fanfare or press releases.

I own eTickets.com and offered it years ago to Continental Airlines in exchange for free tickets instead of money. The Vice President of Marketing at the time said to me, "Why would we want that? We already have a domain

name.” He thought he had a grip on the situation and I clearly didn’t. He just didn’t understand the value of traffic. Today the name is worth 100 times my offer to Continental.

Today, domain names routinely sell for \$1 million or more, and prices are going up daily! Domain name sales are for the name only: that is, the Universal Resource Locator or URL, which is the actual web address. While Sex.com sold for \$13 million, Porn.com sold for \$9 million and Diamond.com sold for \$7.5 million, these firms had established websites, income, clients and advertisers. These were sales of businesses, not just domain names.

## LARGEST OF DOMAIN NAME SALES

### Domain Name Price (US)

<b>Sex.com</b> \$13,000,000	<b>Savings.com</b> \$1,900,000
<b>Fund.com</b> \$9,999,950	<b>Express.com</b> \$1,800,000
<b>Business.com</b> \$7,500,000*	<b>Seniors.com</b> \$1,800,000
<b>Israel.com</b> \$5,880,000	<b>Olympic-sochi.ru</b> \$1,800,000*
<b>Casino.com</b> \$5,500,000	<b>Fly.com</b> \$1,760,000
<b>Slots.com</b> \$5,500,000	<b>Telephone.com</b> \$1,750,000
<b>Toys.com</b> \$5,500,000	<b>Dating.com</b> \$1,750,000
<b>AsSeenOnTV.com</b> \$5,100,000	<b>Auction.com</b> \$1,700,000
<b>Korea.com</b> \$5,000,000	<b>DataRecovery.com</b> \$1,659,000
<b>Property.com</b> \$5,000,000 ***	<b>Deposit.com</b> \$1,500,000
<b>Clothes.com</b> \$4,900,000 ****	<b>Tandberg.com</b> \$1,500,000
<b>YP.com (a.k.a. Yellow Pages)</b> \$3,850,000	<b>MarketingToday.com</b> \$1,500,000
<b>WorldWideWeb.com</b> \$3,500,000	<b>Cameras.com</b> \$1,500,000
<b>Altavista.com</b> \$3,300,000	<b>VIP.com</b> \$1,400,000
<b>Answers.Travel</b> \$3,300,000	<b>Feedback.com</b> \$1,225,000
<b>Vodka.com</b> \$3,000,000	<b>Vista.com</b> \$1,250,000
<b>Loans.com</b> \$3,000,000	<b>SS.com</b> \$1,250,000
<b>Candy.com</b> \$3,000,000	<b>Photo.com</b> \$1,250,000
<b>Wine.com</b> \$2,750,000	<b>Scores.com</b> \$1,180,000
<b>CreditCards.com</b> \$2,750,000	<b>Kredit.de</b> \$1,169,175
<b>Pizza.com</b> \$2,600,000	<b>Chinese.com</b> \$1,120,008
<b>Tom.com</b> \$2,500,000	<b>Mercury.com</b> \$1,100,000
<b>Money.co.uk</b> \$2,400,000	<b>Cruises.co.uk</b> \$1,100,000.
<b>Coupons.com</b> \$2,200,000	<b>Bingo.com</b> \$1,100,000
<b>Autos.com</b> \$2,200,000	<b>Flying.com</b> \$1,100,000
<b>Computer.com</b> \$2,100,000	<b>Cruises.co.uk</b> \$1,099,798
<b>Britain.com</b> \$2,000,000	<b>Zip.com</b> \$1,058,830
<b>Celebrities.com</b> \$2,000,000	<b>Wallstreet.com</b> \$1,030,000

**Fish.com** \$1,020,000

**WebCam.com** \$1,020,000

**Invest.com** \$1,015,000

**Beauty.cc** \$1,000,000

**if.com** \$1,000,000

**Rock.com** \$1,000,000

**SportingGoods.com** \$1,000,000

**Websites.com** \$1,000,000

**Topix.com** \$1,000,000

**Success.com** \$1,000,000

**Cyberworks.com (and .net)** \$1,000,000

**Guy.com** \$1,000,000

**Poker.com** \$1,000,000

**Souchi.life** \$1,000,000\*\*

**Poker.org** \$1,000,000

\* The final sale value for Business.com, including cash and stock, totaled over \$10 million when the company was sold in 2007 for \$345 million.

\*\* Souchi is the capital in Russia and site of the 2014 Winter Olympics.

\*\*\* The final sales price for Property.com was not disclosed but we believe it is approximately this amount.

\*\*\*\* Bought by ZAPPOS as per a public filing upon their sale to Amazon.

This list could not have been created without the hard work and support of Ron Jackson at DNJournal.com.

**In the Internet real estate business,  
a domain name is the equivalent of land.  
It's the location upon which a business is  
built and where business is conducted.**

## **Real Estate Versus Internet Real Estate: The Power of Leverage**

Physical real estate is a long-term, known investment. To purchase \$100,000 of land, you might put up \$20,000 and borrow the remaining \$80,000. If the property doubles in value in a year, then it's worth \$200,000. Your \$20,000 just made you approximate \$100,000 not including the costs you would have had to pay on the interest for the \$80,000. Not a bad return.

Internet real estate doesn't work the same way . . . yet. Because this is a new, relatively untested, dynamic market, banks and other financial institutions generally don't loan money against a domain name. Some, however, are starting to do just that – because of the substantial cash flow some Internet real estate properties command.

Andy Bernstein is the undisputed king of finding, owning, financing, managing and operating small, strip-mall shopping centers. His firm, Bernstein Investments (GreatShoppingCenters.com), understands the real estate business extremely well. To Andy, the real challenge isn't finding investors but finding and creating good deals.

Andy and I enjoy a good debate comparing the commercial real estate business with the Internet-based real estate business. Let's look at some of the differences:

### **Location Versus Mindshare**

Andy Bernstein buys great locations he believes can appreciate significantly or generate substantial cash flow. Internet-based real estate offers an additional benefit: mindshare. A great domain name gets more traffic to the site associated with it than a hard-to-remember domain name with no relation to the target market. If you wanted cuff links, chances are you'd go to CuffLinks.com. If you wanted Venetian blinds, you'd go to Blinds.com. If you wanted information on mutual funds, you might start researching at MutualFunds.com. An estimated 12–15 percent of those on the Internet type the term into the address field of their browser, hit return and arrive at the site with this URL. That's called direct navigation, and the mindshare associated with the domain name alone generates customers.

### **Local Vs. National and International**

Andy's real estate serves a local community. But anyone who has an Internet connection anywhere in the world can access a website. If you have a laptop, PDA or cell phone with an Internet connection, you can access Internet real estate on the move.

### **One Versus Many**

Each piece of physical real estate is unique. No two properties share the exact same qualities. But in Internet real estate, you and 500 others can have the same word in the domain name of your websites as long as each of you has a unique modification – for example, JustBlinds.com, UniqueBlinds.com, MiniBlinds.com and 3DayBlinds.com.

**A website is the virtual equivalent  
of a brick-and-mortar store.**

**It can be as simple as a one-page site  
or a complex portal of products,  
services and affiliate links.**

### **Cost of Entry**

It's expensive to build or buy a shopping center. You can buy a domain name for as little as \$1.99 these days. With hosting, some programming skills or a "merchant solution," and a way to process payments, your Internet real estate can be up and running, ready for business, in very little time for very little expense.

## Internet-based real estate has its equivalents and then some:

**Location** = Domain name.

**Secure transactions and privacy** = The customer feels secure supplying The Experience.

Andy notes the 10 things that make for a good experience at one of his shopping centers include: personal and financial information.

**Traffic** = Site traffic can fluctuate in minutes or days, often by a factor of 1,000 and more. Limitations depend on how effectively the business's computers can handle the traffic volume.

**Parking** = Unnecessary on the Internet, although I do cover "parking of a domain name" later in this chapter.

**Ingress and egress** = Did the site download fast enough, or was it so slow that the client left and went to another property? Andy would lose a customer to a neighboring shopping center; you have to compete with every seller in your market who is connected to the Internet.

**Lighting and landscaping** = The look and feel of a Website is vital to the client's experience.

**Music/sounds** = Shopping centers and malls often play music or incorporate fountains to create a soothing atmosphere. Websites can incorporate sound and video (though some users find music intrusive and animations distracting).

**Signage** = While Andy's shopping centers spend money on advertising, promotions and public relations, the majority of the long-term traffic depends on the location and the tenant mix. On the Internet, marketing is king, even over and above a great domain name. Anyone can dramatically change the traffic with good publicity, marketing, Pay-Per-Click advertising, securing new affiliates to sell or resell products and search engine optimization.

- |                            |                |                  |
|----------------------------|----------------|------------------|
| • Location                 | • Security     | • Traffic        |
| • Parking                  | • Signage      | • Music/sounds   |
| • Tenants                  | • Neighborhood | • Ingress/Egress |
| • Lighting and landscaping |                |                  |

## Traffic Is Key

Andy and I can spend money to attract traffic to our sites, but on the Internet small changes lead to dramatic increases in traffic. Andy's physical real estate stays put. He can paint it, change the construction a bit, add or delete parking. He can put in a Home Depot and triple the number of people that come to his shopping center. But there's a limit to how much he can change the shopping center to attract more traffic. A good programmer and a great marketer can change the traffic to this site by a factor of 1,000 in a few days or even minutes.

## CORPORATE AMERICA . . . WAKE UP!

Ninety-nine percent of corporations have yet to figure out that they should own the one or two domain names that will give them the most free traffic: the generic name for each of their products or services. The name of their topic, their industry. They spent millions on marketing, advertising and PR but few have yet to realize the value of these assets.

They spend hundreds of thousands of dollars per year on banner ads and Pay-Per-Click campaigns, yet the vast majority do not even consider buying the one asset that will yield the highest quality traffic. Why doesn't:

**Palm or Apple buy PDA.com**

**Sony or Panasonic buy TV.com**

**Dell or IBM buy Computer.com**

**Fidelity or Morningstar buy MutualFunds.com**


**Kodak or Fuji buy Photographer.com**

**Expedia or United Airlines buy eTickets.com**

**The American Heart Association buy HeartDisease.com**

### The Amazing World of Buying and Selling Domain Names

Buying and selling used to be the only way to make money with domain names. Before 2003, speculation was the name of the game: people generally bought domain names they thought would be popular and would draw traffic. Then they'd wait until an investor wanted the name so badly he'd ask you to name your price. Today, paid search makes highly trafficked domain names worth the investment in the multibillion-dollar domain name business. This kind of traffic creates an income stream for the lucky domain name owners.

**CLICK TIP**  To my knowledge, there is no service provider that rents out the e-mail portion of a domain name owned by another company. Why don't YOU create such a service and split the income with the domain name owner? Those who own domains ALL have the same objective as any real estate owner: to find an asset's "highest and best use."



## **If You Build It, They Will Come . . . and Pay You, Too!**

**Once you have your Internet real estate,  
how can you use it to make money?**

### **5 Ways to Profit from a Domain Name**

- 1. Sell it.** Sell the name for a profit.
- 2. Rent it.** Rent the name, or just the traffic from the name, to a firm willing to pay for that traffic.
- 3. Build on it.** Put a website on the domain name.
- 4. Lease it out.** Lease the name to a firm that wants the name and the associated traffic. For example, you could lease the name MutualFunds.com to Fidelity for three to five years. They would control what goes on the site.
- 5. Park it.** When you own a domain name but don't want to put up a website until the time is right, you can "park it" with a parking service. A parking service works with Google, Yahoo or one of several other players in the market to sell advertising or "clicks" that take a potential customer from your domain name to an advertiser's website. The parking service puts up a "parking page" on your domain and then pays you every time someone comes to your site and clicks on a link.

This is a good strategy, especially for sites with a lot of direct navigation traffic.

### **New Revenue from Domain Names:**

If you want a simple strategy for making money with a domain name, here is one idea that 99.9 percent of domain name owners overlook.

Some firms rent out the use of their domain name e-mail addresses. A firm called NetIdentity.com created a wonderful business model around this concept. Let's say you own Doctor.com. You could charge a doctor \$19.95 a year for "your name@doctor.com." As a domain owner, it costs you nothing to do this and generates a great, long-term, recurring profit stream. Ninety-nine percent of the "domainer" community (firms that own thousands of domain names) do not do this yet. You might discuss this idea with firms that own great names to see if you can set up and manage this profit-making opportunity, splitting the revenue with the owner of the domain.

## **The Investment: Short-Term Versus Long-Term Viability**

Ten years ago, no one had heard of the term “swine flu.” Now, because interest in the topic drives large amounts of traffic to the website, swineflu.com is worth a lot more money simply based on the increased amount of Internet traffic it gets.

If you wanted to purchase swineflu.com from its owner, you would need to consider:

- How much the seller wants versus how much income the site can generate
- Whether the name (or the topic) will be around for the next 2 or 20 years.

Is it a passing “fad”?

- The rate of return on the money spent to maintain the site
- Whether the underlying asset (the domain name and/or website) will be worth more or less in 2 years? 5 years? 10 years? 50 years?
- How high will the name rank in search engine listings – first or 20th or 200th?
- Will increasing traffic to this domain name or website be cost effective?
- How much direct navigation traffic does the name get?

## **DIVERSIFY**

**Own both kinds of real estate.  
But if you don't have the cash or credit  
to play in the physical real estate game,  
a few choice domain names may provide  
a good return on investment.**

A piece of physical real estate may change a little, it may have different tenants, cash flow, look, feel and owners, but for the most part, it's here to stay. In contrast, a domain name may be in vogue today and passé in 90 days. However, a more valuable piece of Internet real estate – or a domain name such as bachelor.com, photographer.com, consulting.com or mutualfunds.com, which is based on terms with staying power – is more like physical real estate due to its common use and mindshare, in everyday life.




The big domain name owners who have hundreds if not thousands of domain names work closely with Yahoo! and Google to set up their “linked” sites. Smaller entrepreneurs can set up their own websites with the appropriate ad links from Yahoo! or Google and reap commissions as well. (See the Google Ad Sense section in Chapter 4.)

## 9 PARKING SPOTS

The businesses below will park your domain and send you a commission check for the traffic you generate from that domain:

DomainHop	Fabulous	Sedo
DomainSpa	Hitfarm	SmartName
DomainSponsor	ParkingDots	TrafficZ

**CLICK TIP**  Caution! You’re thinking, “I can do this! I have a domain name I want to buy right now that will make me rich.” But virtually every single word in the dictionary with good traffic potential is off the market. Some might be available from domain name resellers, but the domain name market is no longer the instant gold rush it was between 1995 and 2000.

For those of you who watch the market, who watch for trends and pay attention to the new words, concepts, ideas and market changes, there is going to be a domain name out there that draws web traffic. And that leads to income.

### **The Engineering of A Seven-Figure Success**

It was a book that jump started Kristof Lindner's seven-figure online success.

An engineer at a plant manufacturing company in Germany, Lindner was inspired by Eben Pagan's book, *Double Your Dating*. "I got that book and I found marketing fascinating, I found the content fascinating... I thought, [Pagan's book] is so good and it's selling well in the US... why don't we have it in Germany too."

With no prior online marketing experience, Lindner did the unthinkable. "I flew to LA. I spoke to Eben Pagan about how we could do a German version of this product, and we figured out a licensing deal." Within weeks Lindner's online business selling Pagan's ebook was up and running.

Two and a half years later, Lindner, age 32, has eight employees, seven active sites that sell a total of thirteen products and ebooks—and 100,000 online visitors to his sites each day.

Lindner's success is no accident. He continuously studies online marketing and his sites' statistics on Google Analytics. He also uses Alexa.com, which provides traffic statistics for a given site. Alexa, he adds, is "very helpful for analyzing what your competitors or what other people in your industry are doing."

Having expanded his business to other self-help topics like fitness, Lindner studies each new opportunity in depth, always learning from his competitors' success. "We find those pages that have really high volumes of traffic... and analyze what they do on their site. Then, he says, "we add those elements, to make [our web pages] better."

While the online opportunities are abundant, he sees a lot of entrepreneurs who don't spend enough energy on marketing. "Instead of taking the time and putting some energy into traffic generation, they start working on other content, for example," he says, explaining why some struggle to achieve his level of success online.

As a ClickBank vendor and affiliate, Lindner has found the community to be his biggest asset. "The people are so open in this market... they don't see each other as competitors. They see, hey if you, start growing your list... I might benefit from it later." In fact, he adds, "If you don't have money and you want to generate some traffic when you're just starting out... find people in your business niche that have a list, that have already customers that might be interested in your product."

It's great advice in the collaborative world of online marketing, where your success can become others' success as well.



Scan the QR code or go to [GetRichClick.com/kristof](http://GetRichClick.com/kristof) to watch Kristof's interview.

## International Domain Names (IDNs): New Kids on the Block

The Internet advertising boom is heating up overseas. There are incredible opportunities in those markets. As Google and Yahoo! bring online advertisements to more countries, overseas domain names have become more valuable.

International Domain Names or IDNs are not Latin Alphabet-based letters and do not use ASCII characters. They are names based on the language of each country that is launching an IDN setup. For example, in Israel, a Hebrew IDN name system uses Hebraic characters; Russia is using domain names with Cyrillic characters. Chinese, Korean and Japanese sites now have kanji-based domain names. No one knows exactly how this will affect the domain name resale market.

From dailydomainer.com: *“Many folks think IDNs (International Domain Names) are the next great domain gold rush. The concept is that not all of the world uses English character (ASCII) keyboards. Lots of the best IDNs are taken already and the waters are still a bit murky in terms of which standards will get adopted, but get out those Cyrillic keyboards and foreign dictionaries if you’re interested. And tread carefully.”*

## Domain Name Extensions

Extensions are categories of Internet domain names. There are several of them to choose from, presented here in order of popularity:

**.com stands for commercial** and is the most widely used extension in the world. Most businesses prefer a .com domain name because it reflects their business presence on the Internet. However, the .com extension, in the early days, was one of the few available, so many nonbusiness sites have a .com in their url.

**.net stands for network.** Internet service providers use this extension as do web hosting companies and other businesses directly involved in the Internet. Some businesses choose .net domain names for their intranet websites.

**.org stands for organization.** This extension is popular with nonprofit groups, schools and trade associations.

**.biz—small business** websites often choose this business extension.

**.info signifies a website that offers “information.”** It’s the most popular extension after .com, .net and .org.

**.us is for United States websites.**

**.cc was originally the country code for Coco’s Keeling Islands.** It is unrestricted, and anyone, from any country, can register a name with this extension.

**.tv designates rich content/multimedia websites.** Media and entertainment sites commonly use this extension.

**.name** is the only domain extension specifically designed for personal use. It is suited to people who want easy-to-remember e-mail addresses and personal websites.

**.co.uk** indicates a commercial domain name (similar to a standard .com extension) in the United Kingdom. It is unrestricted, and anyone, from any country, can register a name with this extension.

For a complete list of domain name extensions, go to [GetRichClick.com](http://GetRichClick.com).

## The New Mobile Phone Domain: .mobi

.mobi domain names became available for public registration in 2006. They're dedicated to delivering the Internet to mobile devices via the mobile web.

In its short life, .mobi has already made headlines with several six-figure purchases, including [flowers.mobi](http://flowers.mobi) for \$200,000, [sportsbook.mobi](http://sportsbook.mobi) for \$129,800 and [fun.mobi](http://fun.mobi) for \$100,000. It's still a bit early to determine its appeal, but early sales prices indicate an interest.

In the early days of the Internet, I founded a company by the name of [idNames.com](http://idNames.com). My former partner Allen "Pinky" Brand was the President of the firm. [idNames.com](http://idNames.com) was a company that helped firms obtain their domain name in countries around the world. He is now the Director of Global Domain Sales for [dotMobi](http://dotMobi). Pinky explains that many large firms have invested in the .mobi initiative because they could benefit if the extension takes root among consumers and businesses. The jury is still out on whether the .mobi domain will really take off or not, but it certainly has its following.

## Mobile Advertising

Google and other companies are looking at advertising opportunities on mobile devices. Many believe mobile advertising will be more effective than online advertising, especially for local advertising. Handset maker Nokia hopes the .mobi extension will encourage sales of Internet-friendly cell phones, especially in developing countries where more people have cell phones than personal computers.


Mobile devices still have usage issues with the Internet that are quickly being addressed, and the mobile Internet is becoming a part of popular culture. Some sites, such as [Google.com](http://Google.com) and [Weather.com](http://Weather.com), can detect whether an Internet connection is coming from a mobile device and redirect the connection to a site that is specifically formatted for these devices. In other cases, mobile users can get error messages when trying to access a .com site that has not been formatted for viewing on mobile devices.

Watch the mobile advertising market take off in the coming years. Get to know it, understand it and figure out how you, too, can play in the growth of this market as it takes off. More on this later in the book.

## **TYPO.com:**

### **Understanding the Misspelled Word Game**

I am very much against making money off misspellings, although many play this game. You will recall that domain names get traffic. Some people buy misspellings of popular websites – Starbucks.com versus Starbucks.com. These names are trademark names and only trademark holders should purchase them. The main search engines are continually improving their algorithms to generate relevant results. Google maintains policies that ensure as rich a search experience as possible and justifies their policies publicly. As long as there are typos and misspelled words, in the age of the Internet where traffic often works off of Keywords, there will always be a few folks that make money from such tactics.

**CLICK TIP**  Google analyzed misspellings of the first name of pop singer Britney Spears over a three-month period from information provided by their spelling correction system. There were more than 500 ways to misspell her name. To see the list Google compiled, visit [google.com/jobs/britney.html](http://google.com/jobs/britney.html).

### **When a Company Should Buy a Misspelled Domain Name**

Is it JC Penny's, JC Penneys, JC Pennies? Sometimes it makes sense for a business to purchase misspelled variations of its own domain name. Take J.C. Penneys, the department store retailer.

Lots of people don't remember there's a second "e" in the store's name. In this case, the marketing team for this firm should look to purchase:

- |                       |                         |
|-----------------------|-------------------------|
| <b>A.</b> Pennys.com  | <b>D.</b> Jcpenneys.com |
| <b>B.</b> Penneys.com | <b>E.</b> Jcpennys.com  |
| <b>C.</b> Pennies.com | <b>F.</b> Jcpennies.com |

While there are hundreds of other ways to misspell this company's name, the six names above are the most popular "other ways" for people to misspell the actual website address.

The corporation could simply redirect the traffic from these sites to the real [jcpennys.com](http://jcpennys.com).

The additional traffic and subsequent sales would go a long way toward paying for the purchase price of these new corporate assets.

FYI – The firm uses none of the above as their primary domain. They obtained and use JCP.com as their primary web address.

Some misspelled words have been bought and sold for a lot of money. For example, [forclosures.com](http://forclosures.com) sold for \$150,000 (foreclosures is the correct spelling)

and mortgage.com sold for \$242,400! (mortgage is the correct spelling). Note that these are “generic” names and not private company or “trademarked” names.

Although many search engines often direct users to a search result with a suggested proper spelling, bad spelling can still lead to site traffic. Perhaps you’ve seen the phrase “Did you mean: *correctly spelled response*?” in your Google or Yahoo! search results. Google does not redirect typos. Google results appear with the spelling of the word as you entered it into the search engine, so it’s definitely worth targeting those pages so you show up at the top as a site with the relevant info!

A final thought. I would warn readers not to buy misspelled names of well known people, brand names, slogans, company names, product names, popular websites or other words that are trademarks, copyrights or any form of intellectual property. High-profile businesses with financial backing can take you to court for using these generic domain names if you just own them, even if you are not using them. If you purchase names that violate the law, even the “spirit” of the law, you will most likely be sued at some point in time and could lose a lot of money including, but not limited to, all of the money you made from the name since the first day you owned it.

## Putting Your Ideas into Action

- **Make a list of at least 50 domain names related to an interesting topic. Don’t try to psych out the market by using a variety of Keywords and even putting those Keywords together. Stick to domains you would want to visit if they turned up in a search.**
- **Visit a site like Network Solutions to see which names on your list are available. For the small price of buying one of those names, could you develop a website that would make the name (and others on the same topic) more valuable? Are you ready and able to do this as a *Get Rich Click* strategy?**
- **With the possible exception of International Domain Names, a buy and hold domain name strategy will not work today in the majority of cases. It’s too late in the game. But there are still huge opportunities in buying developing domain names, just as physical real estate can be bought and developed.**
- **Visit SEDO.com to see several hundred thousand domain names for sale. Don’t buy a name at the asking price. Make an offer and expect to haggle until both parties are happy with the buying price.**

For More Information, go to [GetRichClick.com](http://GetRichClick.com).





**MARC OSTROFSKY** is a professional speaker, consultant, venture capitalist and serial entrepreneur. He is known as a “Technology Wildcatter,” founded the Prepaid Phone Card industry and was an early pioneer in the

Voice Mail Industry, Pay Phone Industry, Prepaid Cellular Market and other deregulated telecommunications markets. He created numerous magazines, trade shows and market research studies and later sold those firms for **\$50 Million+**.

He is one of the few keynote speakers and authors that actually owns a portfolio of highly profitable online business ventures.

His Internet companies generate **\$75 Million+** annually and include:

- [Blinds.com](#)
- [CuffLinks.com](#)
- [Bachelor.com](#)
- [BeautyProducts.com](#)
- [Consulting.com](#)
- [TechToys.com](#)
- [eTickets.com](#)
- [SummerCamps.com](#)
- [Photographer.com](#)
- [MutualFunds.com](#)

and many others.

He has been quoted in over 1000 media outlets including *ABC's 20/20*, *The Today Show*, *The New York Times*, *The Wall Street Journal*, *USA Today*, *CNN*, *FORBES* and *Inc. Magazine*. His firms have won countless business awards including the **Inc. 500** and the Ernst & Young “**Entrepreneur of the Year**” Award.

He is one of the leading experts on how to make money online and teaches businesses how to compete effectively in the new digital world. He is known for selling the Internet domain name *Business.com* for **\$7.5 million** which landed in *The Guinness Book of World Records* as the most expensive domain name ever sold. He then invested in *Business.com* which later sold for \$345 Million.

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# TOP TEN REASONS TO BUY THIS BOOK NOW!

1. “Marc Ostrofsky delivers in *Get Rich Click*. His approach will change how people think about the role of the Internet in business and delivers on teaching you how to make money online.”  
— **Jack Canfield**,  
*New York Times* bestselling co-author of *Chicken Soup for the Soul* series
2. “The future potential of Internet-based businesses is staggering. This easy-to-follow book will teach you the ropes of this business and give you great tips and suggestions on achieving financial success.”  
— **Dr. Stephen R. Covey**,  
*New York Times* bestselling author of *The 7 Habits of Highly Effective People*
3. “I’ve asked thousands if they will be one of the millionaires made by the recession. If you read and apply what Marc has laid out in *Get Rich Click*, you will be well on your way. It’s actionable information you can apply now!”  
— **David Bach**,  
*New York Times* bestselling author of *Start Over, Finish Rich*
4. “Think differently! Think online! If you are going to survive, thrive and grow in this interconnected world we now live in, you need to read *Get Rich Click*!” — **Brian Tracy**,  
*New York Times* best selling author and Management Expert
5. Additional testimonials for *Get Rich Click* include **Jay Conrad Levinson, Joel Comm, Yanik Silver, Marci Shimoff, John Assaraf, Bill Walsh, Mike Filsaime, Keith Ferrazzi, Mark Victor Hansen, Robert Allen, Marshall Sylver, Les Brown, Jeffrey Gitomer and others.**
6. You will learn how people just like you generate more income, often starting with little or no money.
7. You understand the secret to success in the new “Internet economy” is **Learn More, Earn More™**.
8. You see the headlines about the latest “Internet Millionaire” being minted and say to yourself: “I could do that, I just need a little help.”
9. You need to learn from a true Internet expert – one that has started, funded, built, sold and still owns and operates online businesses.
10. You understand the saying “if I keep doing what I have always done, I’ll keep getting what I’ve always gotten.” **NOW** is the time and **THIS** is the book to change your financial future!

